



2010 CENSUS:

IT'S IN OUR HANDS

Proof of Performance in Greensboro-Guilford County

Guilford County Complete County Committee

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U S C E N S U S B U R E A U

United States
Census
2010



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Partnership Approach for 2010

- **Hiring Partnership Staff**
- **Training Partnership Staff**
 - Partnership and Data Services Program
 - Integrated Communication Plan
 - Communication Workshop
- **Reviewing of 2000 Return Rates**
- **Building Partnerships**
 - Hard to Count Area



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Strategies of the Partnership Program

Targeting the Hard-to Reach Populations with 10 Special Initiatives

1. African Americans
2. Asians
3. Education
 - K-12
 - College/Universities
4. Faith Based-SUMMIT
5. Persons with Functional Disabilities
6. Hispanic/Latinos



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Strategies of the Partnership Program(Cont)

7. Native American – **SUMMIT**
8. Older Adults 65+
9. Rural Migrant Workers
10. Persons Experiencing Homelessness

Complete Count Committee

- Establishing Local Groups
- Working with Members, Training



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Strategies of the Partnership Program(Cont)

Media Outreach

- Media Buys
- Op-ed Articles
- Open house ceremonies
- News Releases/Media advisories
- Newsletters



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Strategies of the Partnership Program

Social Media

- Twitter
- Facebook
- Video Contest

Partner Support Program

- Direct Support
- Special Initiatives and Events

Questionnaire Assistance/Be Counted Sites



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Strategies of the Partnership Program

Specialized Public Events

- Road Tour Kick off....The Depot Event
- Big Form
- World Cup
- NASCAR

March to the Mailbox

- Adopt low participation tracts
- Neighborhood events



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Proof of Our Performance

Review of Tract Data...216,096 Housing Units (2009)

- Same or a lower Census Mail Participate Rate
- Lowest Mail Participation Rate
- Hard to Count Scores
- Return Rate after March to the Mailbox...
- 11 Tracks....Up 14-24%
- 2010 Guilford County Mail Return Rates...74% (+2%)



98 Guilford County Tracts

# of Tracts	Participation
47	Had same or lower Participation rate than the 72% National average
29	Had lower Participation percentage than Census 2000
57	Had a higher Participation percentage than Census 2000
12	Had no change in participation from 2000



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Improved percentage from 2000 Top 20 Tracks

Tract	2000	2010	Difference
16403	59%	70%	+11%
14408	54%	65%	+11%
15200	73%	82%	+9%
14503	65%	74%	+9%
11000	51%	60%	+9%
11400	55%	64%	+9%
14200	57%	65%	+8%
14000	66%	74%	+8%
12706	65%	73%	+8%
16900	75%	82%	+7%



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Track	2000	2010	Difference
16504	71%	78%	7%
16404	77%	84%	7%
15500	69%	76%	7%
13601	71%	78%	7%
12703	69%	76%	7%
10100	61%	68%	7%
15600	77%	83%	6%
15400	68%	74%	6%
15300	76%	82%	6%
14406	70%	76%	6%



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No Change from 2000 12 Tracks

Tract	2000&2010	Track	2000&2010
10900	58%	12609	72%
11200	61%	15703	76%
10403	75%	16004	73%
10602	63%	16600	78%
12509	91%	17100	84%
12604	66%	12607	77%



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Lower % than 2000...29...20 Listed

Tract	2000	2010	Difference
16302	83%	73%	-10%
12612	72%	65%	-7%
12805	75%	69%	-6%
12503	82%	77%	-5%
12611	67%	62%	-5%
10500	82%	78%	-4%
12601	63%	59%	-4%
16301	88%	84%	-4%
10601	73%	70%	-3%
12610	75%	72%	-3%



Track	2000	2010	Difference
14502	71%	68%	-3%
10404	88%	86%	-2%
14402	74%	72%	-2%
14405	75%	73%	-2%
15701	74%	72%	-2%
16202	82%	80%	-2%
16402	79%	77%	-2%
10701	64%	63%	-1%
10702	68%	67%	-1%
12505	89%	88%	-1%



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GUILFORD JOBS

1,197



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Follow-up Partnership Tour

- **Thank you Campaign for partners**
- **Review tract results by County** –customized tabulations
- **Data Dissemination**
 - Build awareness about other Census surveys
 - Train the Trainer workshops, presentations on how to access Census data
 - Expand data information among non-traditional and traditional users



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Contact Information

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